

# Catalyzing Action: EU Sustainable Lifestyles Roadmap & Action Plan 2050

## EUROPEAN LIFESTYLES

*The Future Issue*

**THE NEXT BIG IDEA - REDEFINING THE GOOD LIFE**  
From collaborative consumption to smart cities  
- see what's happening where you live

**WHAT DO YOU WANT TO BE WHEN YOU GROW UP?**  
Test your personal material footprint today

**LIGHTEN UP YOUR LIFE**  
From 2012 to 2050 - a roadmap for change

**JOURNEY TO THE FUTURE - CHOOSE THE FUTURE YOU WANT**  
Four scenarios for Europe in 2050 - From global champions to local loops

**SPREAD**  
Sustainable Lifestyles 2050

EUROPEAN COMMISSION  
European Research Area  
Funded under Socio-economic Sciences & Humanities

**SPREAD**  
Sustainable Lifestyles 2050

### EU Sustainable Lifestyles Roadmap and Action Plan 2050

"PATHWAYS FOR ENABLING SOCIAL INNOVATION AND BEHAVIOUR CHANGE"

EUROPEAN COMMISSION  
European Research Area  
Funded under Socio-economic Sciences & Humanities

European Research Area

## EUROPEAN POLICY BRIEF

**Emerging Visions for Future Sustainable Lifestyles.**

Preliminary policy considerations from the SPREAD Sustainable Lifestyles 2050 European Social Platform project. Developing pathways to more sustainable living.

First Policy Brief, February 2012

### INTRODUCTION

Societal innovation is vital to drive significant changes in the ways that we currently live if we are to increase quality of life for all while reducing the negative environmental and social impacts of human activity. Creativity is needed to achieve the widespread changes that will shift current unsustainable lifestyle trends, and that will provide resilient support systems and infrastructure to make difficult changes easier.

Sustainable lifestyles refer to patterns of behaviour shaped by personal and social interactions that are influenced by environmental, cultural, technological and socio-economic contexts. Lifestyles that support future sustainable societies will need to accommodate human diversity and reflect different approaches to work-life balance and personal wellbeing. Future sustainable lifestyles support equity, efficiency and sufficiency in order to live within global resource limits. People are supported by systems and infrastructure that enable, maintain and sustain more sustainable ways of living.

The SPREAD Sustainable Lifestyles 2050, European Social Platform project fills a gap in current research by consolidating knowledge, identifying trends and promising practices, and envisioning possible sustainable lifestyle futures. A roadmap of action strategies for different societal actors will be developed, including 2012-2050 pathways to enabling sustainable living across Europe by 2050. This roadmap will support future research and policy agendas on the EU and national levels.

This document presents the project's preliminary findings. It provides policy considerations from its review of existing knowledge and examples of current promising practice. It presents four alternative and emerging visions of future sustainable lifestyles, and it explores the drivers, barriers and gatekeepers that may help or hinder the proliferation of more sustainable living options.

A final policy brief will be delivered at the conclusion of the project, in December 2012, and will include concrete policy recommendations.

SOCIO-ECONOMIC SCIENCES AND HUMANITIES RESEARCH

### SUSTAINABLE LIFESTYLES: TODAY'S FACTS & TOMORROW'S TRENDS

UNDESIRABLE LIFESTYLE TRENDS IN EUROPE  
TRENDS ENHANCING SUSTAINABILITY  
INFLUENCING BEHAVIOURS  
ENABLING ENVIRONMENTAL

D5.1 Sustainable lifestyle trends report  
Executive Summary

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### Scenarios for Sustainable Lifestyles 2050:

From Global Champions to Local Loops

2015 2020 2030 2040 2050

D4.1 Future Scenarios for New European Social Models with Visualisations

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## iFuture

- The Diversity of Sustainable Lifestyles

2015 2020 2030 2040 2050

D7.3 People's forum workshop summaries

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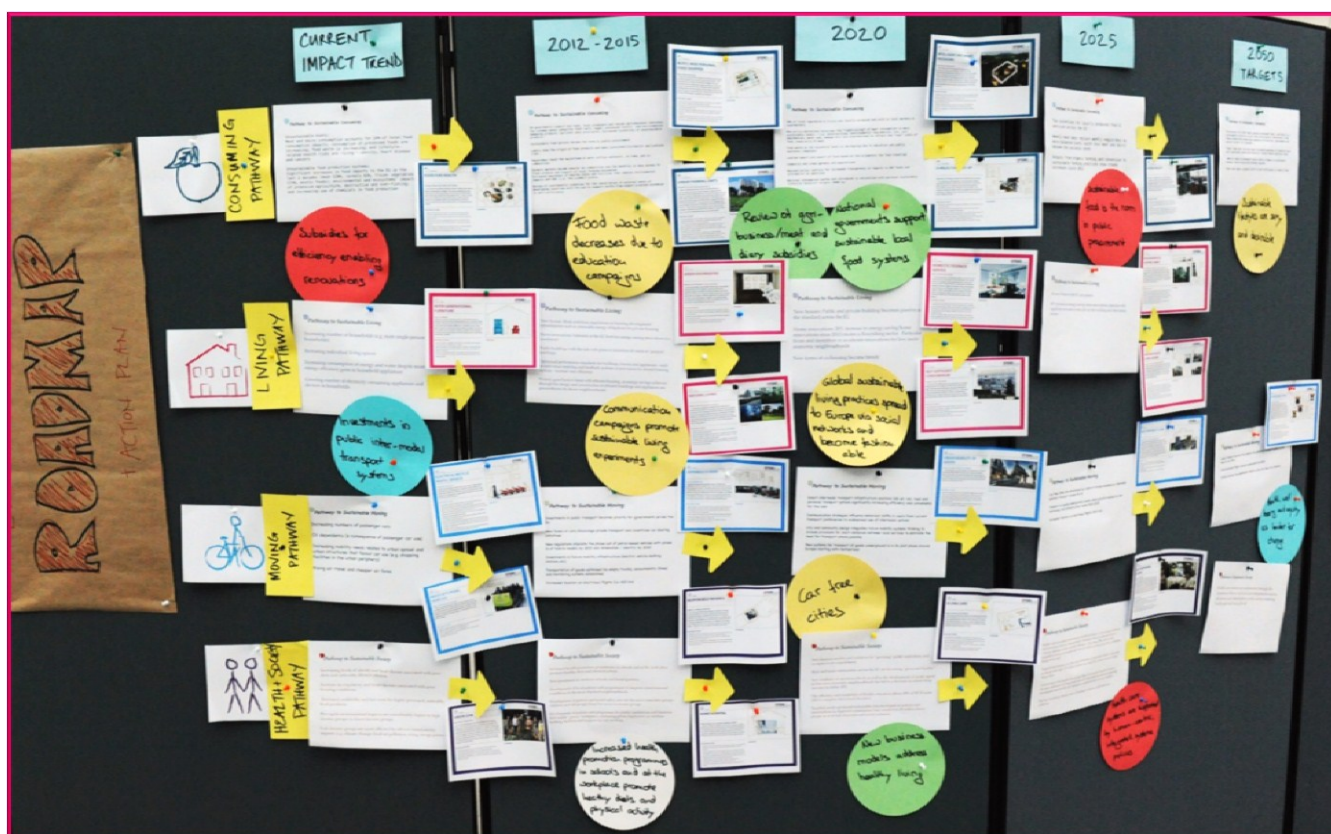
## D5.1 Conference Report 26-27 November 2012 - Brussels

## **SPREAD Sustainable Lifestyles 2050 European Social Platform project**

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## About the Conference

### Catalyzing Action: EU SUSTAINABLE LIFESTYLES ROADMAP AND ACTION PLAN TO 2050 Final Conference of the European Social Platform SPREAD Sustainable Lifestyles 2050 Project

On November 26 & 27, 2012 the SPREAD Sustainable Lifestyles 2050 European Social Platform Project held its final conference “Catalyzing Action: EU Sustainable Lifestyles Roadmap & Action Plan to 2050” in Brussels. More than 250 members of the SPREAD European Social Platform together with experts, policymakers, activists, business representatives and scientists gathered to discuss and debate the findings of the SPREAD Sustainable Lifestyles 2050 project (2011-2012). The two-day conference presented the SPREAD project findings from state of the art research on impacts, behaviour change, social innovation and policy to a future vision, scenarios, research agenda and roadmap of action strategies for the transition to more sustainable lifestyles in Europe. The meeting put action at the centre of the dialogue with experts and practitioners invited to share their views, ideas and recommendations to activate the EU Sustainable Lifestyles Roadmap and Action Plan to 2050.

This conference aimed to share a new vision for a sustainable, inclusive and green growth economy in Europe that supports societies of diverse lifestyles that minimize impact on the environment while continuing to improve health, well-being and quality of life. It sought to bring that vision to life through future scenarios of sustainable living acted out on stage; with a life-size roadmap offering ideas, opportunity spaces and recommendations for policy-makers, businesses, and civil society organisations to activate the drivers of change to enable more sustainable living options; through the stories of practitioners whose initiatives are already enabling more sustainable living; and at the individual level with a sustainable lifestyles footprint calculator and mapping of the material footprint of current EU lifestyle impacts (40-60 000 kg per person / per annum) and suggested reduction targets to bring individual lifestyle material use to more sustainable levels (7-10 000 kg per person / per annum).

The conference began with speeches from the European Commission, outlining their commitment to driving the agenda towards more sustainable living, the important role of Europe to demonstrate to the world that sustainable living is possible and desirable and the importance of policies that support individual lifestyle actions in the transition to a sustainable, inclusive and green economy in Europe. The conference ended with a “commitment wall” of actions that participating individuals, practitioners and organisations from policy to business, civil society and citizen movements pledge to take forward to activate the EU Sustainable Lifestyles Roadmap and Action Plan 2050.

*All SPREAD publications of findings as well as presentations and videos from the conference can be downloaded on our website: [www.sustainable-lifestyles.eu](http://www.sustainable-lifestyles.eu).*

We thank you for joining us to catalyze action for more sustainable lifestyles today!

Sincerely,  
The SPREAD Consortium



## SPREAD Vision for Sustainable Lifestyles 2050

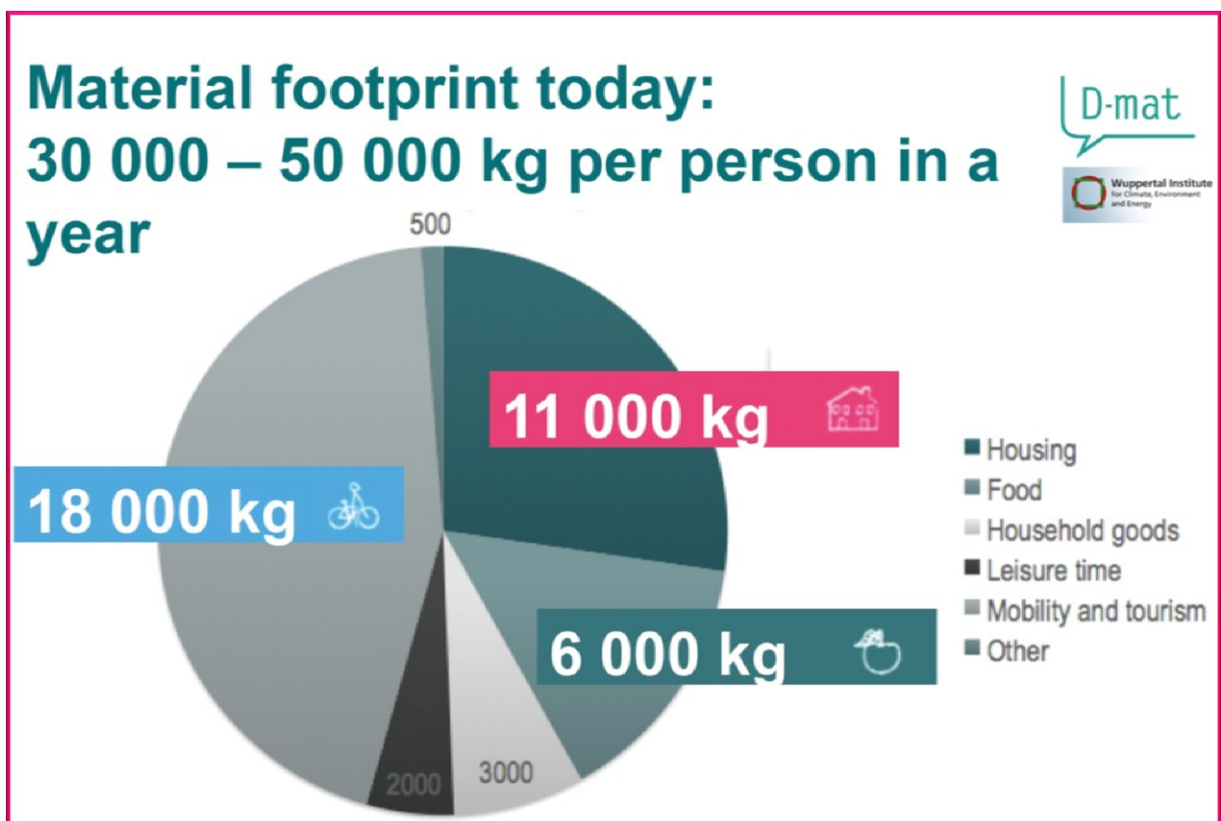
In 2050 we want to be living healthy, happy and meaningful lives which are within the boundaries of our planet. Whether this life will be in dense communities or close to nature; with a strong emphasis on community or highly competitive structures; with technological solutions to reduce our resource consumption or social innovations to share and consume less... In 2011 – 2012, the SPREAD Sustainable Lifestyles 2050 project, together with its consortium partners and social platform contributors has co-created a vision and scenarios that seek to “redefine the good life” in order to get on track to more sustainable ways of living in Europe.

Download the scenarios report & SPREAD magazine here

<http://www.sustainable-lifestyles.eu/publications/publications.html>

The SPREAD project has worked with experts from the scientific and research communities, as well as practitioners from around Europe, to define the current impacts of our European lifestyles in order to understand the most urgent areas to address. We have quantified targets for the material footprint of a sustainable lifestyle to help us on our journey and to set milestones for success.

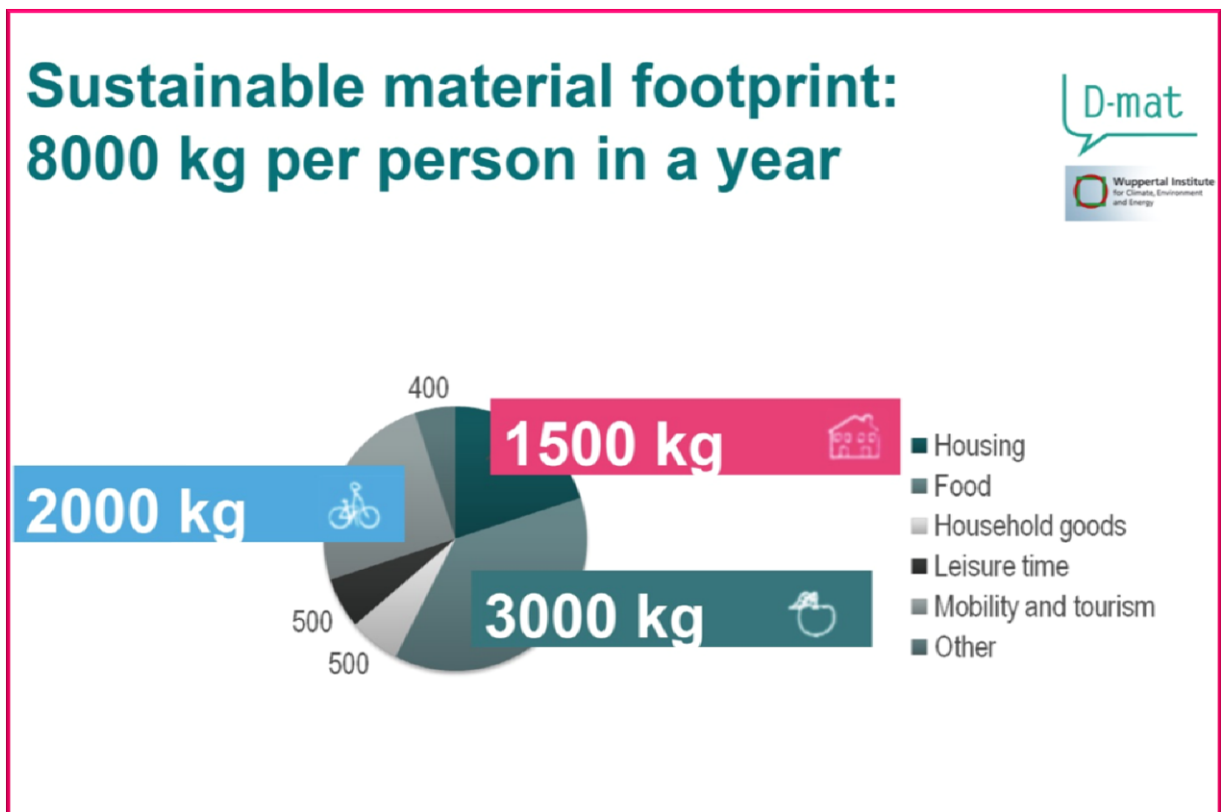
### The material footprint



The sustainable lifestyle material footprint is a tool to measure, manage or optimize the resource consumption associated with our lifestyles. It includes materials used in the products and production processes that support our consumption, mobility, housing, health.

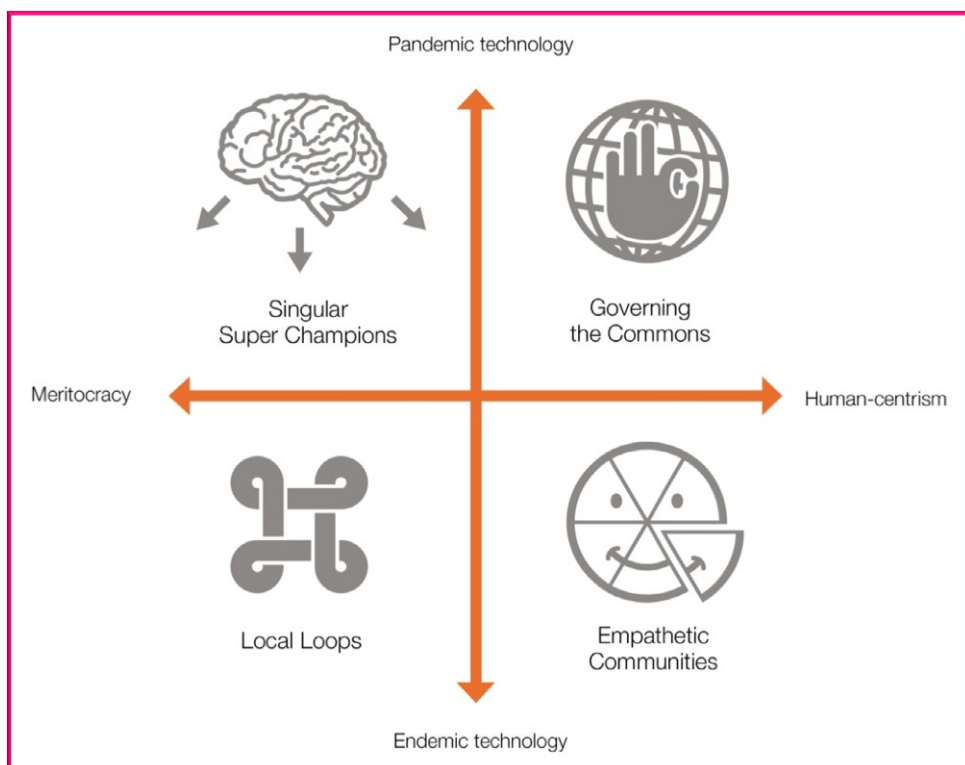
The calculation of 8 000 kg includes household goods, food, everyday mobility and tourism, electricity, heating and housing. The calculations are based on the following technology and lifestyle assumptions:

- virtually zero-emission electricity production becomes mainstream
- radical reduction of energy required for heating and cooling of new and existing buildings
- decreased need for mobility and radically reduced levels of private car use
- reduced consumption of meat



## The 4 scenarios for Sustainable Lifestyles 2050 on stage

The SPREAD Sustainable Lifestyles 2050 project uses a scenario methodology to explore the diverse ways for potential lifestyle patterns to evolve, and how this evolution can overcome current harmful environmental and social lifestyle impacts. Our sustainable lifestyle scenarios are stories of possible futures where societies support more sustainable ways of living. The scenarios present different options for sustainable living choices that will suit the diverse needs, desires and cultural considerations of citizens from across Europe. The four scenarios present differing pathways to reach alternative societies where sustainable ways of living are supported. Read the short description on each scenario here...



### SINGULAR SUPER CHAMPIONS

Europe has made the leap to a new type of sustainable, competitive and equitable economy through radical market reforms. Sustainability has become the business opportunity of the century. This is a society that celebrates an ethos of learning, achieving and self-mastery.



### GOVERNING THE COMMONS

A new digital reality helps people to break free from many cultural constraints to reach sustainability. Ubiquitous computing enables the smart use of resources and, redirects people's behaviour from material consumption to abandon many institutions of the 20th century, liberate themselves to more meaningful lives driven by new collaborations.



**Local Loops**

**LOCAL LOOPS**

Society has re-evaluated their ideas of well-being and resource systems are organized through “local loops”. People build their lifestyles around their work, while technology is focused on local design solutions. A new ethos of craftsmanship and professional communities shape the way people live, organize their work and spend their leisure time.



**Empathetic Communities**

**EMPATHETIC COMMUNITIES**

The failure of the global economy leads to new forms of collaboration and governance grow on the level of cities and towns making them the most powerful level of public decision-making. The many fruits of global advancements are enjoyed, although people in general focus on communicating and developing solutions on the local level.

Download the fully visualized scenario report here

[http://www.sustainable-lifestyles.eu/fileadmin/images/content/D4.1\\_FourFutureScenarios.pdf](http://www.sustainable-lifestyles.eu/fileadmin/images/content/D4.1_FourFutureScenarios.pdf)





## SPREAD EU Sustainable Lifestyles Roadmap & Action Plan 2050

The EU Sustainable Lifestyles Roadmap and Action Plan 2050 is the final content deliverable of the SPREAD project and the triggering document of this conference. It aims to provide guidance for policy makers to support the short and long term transformation towards more Sustainable Lifestyles in Europe. The SPREAD project has identified four key enablers to more sustainable living: Policy and governance; the economy and the monetary system; social innovation and individual behaviour change. The EU Sustainable Lifestyles Roadmap & Action Plan charts pathways to change in these key enabling domains including action strategies and opportunity spaces for stakeholders to enable the transition to more Sustainable Lifestyles in Europe to 2050. The SPREAD roadmap is focussed on social innovation, which makes it different from the other EU roadmaps. This roadmap and the work of the SPREAD project is designed to stimulate further debate, and to trigger immediate actions from across societal stakeholders, to get on the pathways to more sustainable living. Participants expressed their support of the roadmap and encourage the European Commission to consider it as an official EU Roadmap in its series of sustainable development roadmaps.

### Highlights of policy recommendations from the EU Sustainable Lifestyles Roadmap:



### POLICY & GOVERNANCE PATHWAY TIMELINE

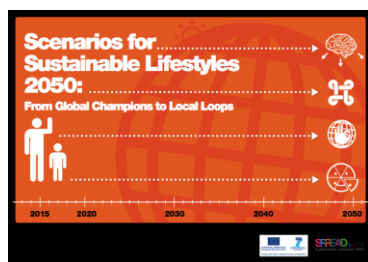
- 2012-2015: Policy-making becomes systemic, human-centred and participatory supporting citizens towards more sustainable living – Establishment of ombudsperson for “protecting the future and future generations”.
- 2015-2020: Regulatory frameworks now in place in all EU countries incentivize sustainable living and sufficiency in production & consumption – 8000kg sustainable lifestyle footprint targets enforced.
- 2020-2025: Transparency and continuous improvements in sustainable living through improved policy assessment tools and (external) audits – Launch of personal resource use quota cards.
- 2025-2050: National and EU policies demonstrate the effectiveness of sustainable lifestyle footprint, equity and well-being targets globally - boosting the world-wide competitiveness and leading role of the Euro-zone.



## Project outputs presented at the conference

The work done by the SPREAD Sustainable Lifestyles 2050 Project in the past months was presented to a broad audience during the conference. Especially the EU Sustainable Lifestyles Roadmap and Action Plan 2050 guided through the conference, as actions supporting its implementation were discussed in several workshops.

### Scenarios for Sustainable Lifestyles 2050: From Global Champions to Local Loops



The nicely visualised scenarios highlight four different options of more sustainable future ways of living in 2050. They provide a starting point for identifying opportunity spaces for the development of creative strategies to not only mainstream current sustainable practices but also to develop new solutions for more sustainable living societies.

Download the report

[http://www.sustainable-lifestyles.eu/fileadmin/images/content/D4.1\\_FourFutureScenarios.pdf](http://www.sustainable-lifestyles.eu/fileadmin/images/content/D4.1_FourFutureScenarios.pdf)

### Short Movies on Promising Practices and the Scenarios

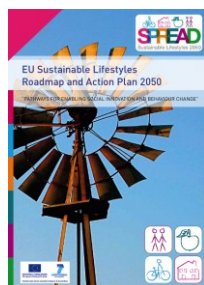


A set of short movies is presented different promising practices which already show today how sustainable lifestyles can be enabled. The four scenarios of different societies where sustainable living is the norm are brought to life in four other short movies.

Watch the short movies

<http://www.sustainable-lifestyles.eu/publications/videos.html>

### EU Sustainable Lifestyles Roadmap and Action Plan 2050



The roadmap uses the various outputs of the SPREAD project and extensive stakeholder input from 13 workshops to propose actions that will get us on track to more sustainable living in Europe in this decade - from social innovation, products, service and business model innovation, skills for jobs of the future, policy and governance recommendations. The document outlines the action strategies and opportunity spaces for policy makers towards more Sustainable lifestyles.

Download the roadmap

<http://www.sustainable-lifestyles.eu/fileadmin/images/content/Roadmap.pdf>

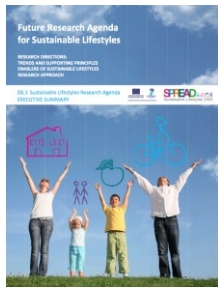
### Policy Brief presenting the Roadmap for Sustainable Lifestyles in 2050



The policy brief gives easy access to the content of the EU Sustainable Lifestyles Roadmap and Action Plan 2050 for policy makers. It demonstrates pathways to reach sustainable lifestyles in 2050 and gives recommendations on the role of policy in this process.

Download the policy brief [http://www.sustainable-lifestyles.eu/fileadmin/images/content/D5.2\\_PolicyBrief\\_Roadmap\\_01.pdf](http://www.sustainable-lifestyles.eu/fileadmin/images/content/D5.2_PolicyBrief_Roadmap_01.pdf)

## Final Research Agenda

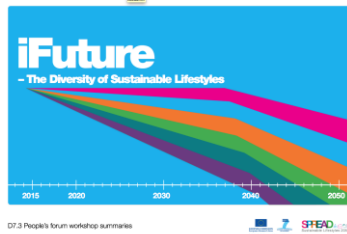


The research agenda presents the most important topics for future research on sustainable lifestyles and the related methodologies. It aims to support EU research policy makers in the formulation of future research programmes that address societal challenges to sustainable lifestyles and that support the EU 2020 Strategy. In addition, the research agenda provides a clear overview of themes and topics that can be concretely taken up for further research.

Download the research agenda

[http://www.sustainable-lifestyles.eu/fileadmin/images/content/D6.1\\_Research\\_Agenda.PDF](http://www.sustainable-lifestyles.eu/fileadmin/images/content/D6.1_Research_Agenda.PDF)

## iFuture – The Diversity of Sustainable Lifestyles



The document outlines the outcomes of the people's forum which took place in Finland, Spain, Hungary, Germany and online with participants from all over Europe. It gives insights into their current and potential future lifestyles, it explores the real lives behind the footprints: the way these people live, move, eat, consume, spend their free time and why they do it that way; what they value, who are important to them, what motivates them, what holds them back, what they think about people around them, how they feel about change and the future.

The report looks at the diversity of people's lifestyles, both now and in the era of sustainable lifestyles. It presents an alternative view; a view that takes a look at the actual material footprints of people from several European countries and the lives behind the footprints. It asks what exactly will change and what is the quality of that change.

Download the report

[http://www.sustainable-lifestyles.eu/fileadmin/images/content/D7.3\\_iFuture\\_report.pdf](http://www.sustainable-lifestyles.eu/fileadmin/images/content/D7.3_iFuture_report.pdf)

## European Lifestyles: The Future Issue



The Future Issue is your guide redefining the good life and enabling the future you want. The magazine is summarizing all outcomes of the SPREAD Sustainable Lifestyles 2050 project. The issue takes you on a journey to the future and seeks to inspire the change agents in all of us. You learn about current unsustainable trends, see where the change is already happening today and which initiatives are leading. You can see how people like you and me can change their material footprint of today and live a sustainable life in 2050. You can also calculate your personal material footprint. To imagine how life in 2050 might look like, you can go on a journey to four different travel destinations displaying societies in 2050.

Download the report

[http://www.sustainable-lifestyles.eu/fileadmin/images/content/D8.4\\_SPREAD\\_final\\_report\\_01.pdf](http://www.sustainable-lifestyles.eu/fileadmin/images/content/D8.4_SPREAD_final_report_01.pdf)

All items are available on our website

<http://www.sustainable-lifestyles.eu/publications/publications.html>

# Catalyzing Action: Summary of the Discussions & Ideas for Action

This conference aimed to bring together current practitioners, experts, and unusual suspects to meet each other and form a new network to think differently about what is needed to enable more sustainable lifestyles across Europe:

- European initiatives working on various aspects of enabling more sustainable lifestyles - particularly from the areas of the built environment, mobility, consumer goods and services, health, well-being and equity.
- Enablers of more sustainable ways of living – from entrepreneurs and big business to investors, policy-makers, designers, and futurists.

## The conference aimed to:

- Explore the actions most important to kick-start the Sustainable Lifestyles Roadmap, enable and upscale sustainable lifestyles across Europe
- Debate the main drivers for unsustainable lifestyles, and identify the blockers
- Discuss who can help to accelerate the change towards sustainable lifestyles, and how to make use of existing enablers
- Facilitate networking between experts and practitioners for knowledge sharing, and to catalyze collaborative actions for the transition to more sustainable lifestyles in Europe.

## Key messages from experts & practitioners at the conference:

### Suggested actions to activate the EU Sustainable Lifestyles Roadmap & Action Plan

*“The Sustainable Lifestyles Roadmap takes existing European Roadmaps a step further. The SPREAD project’s recommendations should be made official and implemented.”*

## Linking sustainable living globally – The importance of European lifestyles in the global context

- The impacts of European lifestyles do not only negatively affect Europeans, but also emerging and developing economies. Europe has a responsibility to demonstrate new lifestyle models that deliver higher standards of living within planetary limits so that other developing nations can leapfrog to the same level
- Europe is facing the challenge of supporting its current lifestyles in a sustainable manner, so it needs to find ways of maintaining and levelling out across European society current lifestyles but with drastically reduced levels of resource use and environmental impacts
- Europe has a responsibility to other developed countries in the world to demonstrate that high levels of wellbeing can be maintained with much less resource use and environmental impacts so that those countries could join the course
- We need to accelerate awareness building so that consumption impacts and the potential for positive change through individual lifestyles across Europe are more broadly understood.
- We need to better understand the lifestyle aspirations of individuals from around the world in order to innovate new solutions and more sustainable lifestyle models – the emerging middle class are billions of people coming out of poverty, which consumption and lifestyle patterns will they follow?

### **The Economy & New Money Systems Pathway: Economics and economy for sustainable living**

- Individual behaviour and lifestyle changes need to be supported at the societal level with new economic models and business models
- Strong business cases are needed for public-private investment in infrastructure and products to encourage behaviour change and sustainable lifestyles (i.e. in transport such as active travel)
- Businesses could better leverage their power of communications to influence broader adoption of sustainable and healthy lifestyles – making sustainable options easy and the preferred/desired option.
- Networks of visionary CEOs could better lobby for policy support for sustainable living frameworks that will allow companies to innovate within
- The current financial system is a barrier to sustainable living – the financial system needs new mechanisms that better serve people and planet
- The EU needs to establish a legal framework for local currencies
- What new skills are needed to enable new ways of creating value in society? Stronger links are needed between business and education for sustainable living
- Current sustainability challenges could erupt current economic systems – New skills, training and institutionalisation of new models are needed.
- Business models that offer more time would also be valuable.
- We need to create sustainable lifestyle role models!

### **The Policy & Governance Pathway: Participatory policymaking**

- Multi-sectoral decision makers need a policy template for sustainable lifestyles; to more efficiently and effectively exchange data, evidence and information between sectors for systemic solutions;
- There is a need for more effective information and experience exchange between European cities to share best practice in policy making supporting sustainable lifestyles and reducing health inequalities;
- Fiscal systems of carrots and sticks are effective and needed – such as quotas implemented in a fair way
- National and international trade governance is needed to re-balance food safety
- New measurements of success are needed at national levels to promote more well being – beyond GDP
- EU governments need to get tougher on tolerance for pollution and household waste - From polluter pays to polluter stops
- Need for innovative and systemic policy approaches that over-come silo'd policy making and cultural barriers
- Opportunity to restructure political institutions to be more cross cutting with focus on long term policies and visions
- The importance of infrastructure to make sustainable living easy and accessible

### **Housing and urban planning**

- Urban planning: local planning strategy that connects with existing infrastructure, local and community needs (i.e. reduction of mobility needs by placing key services inside urban centres)
- Zero energy buildings: design good standards, tax incentives, targets, better rules
- Smart energy grids: legalisation in 2020, cheap loans in 2015
- Set the goal to have at least one sustainable city project in each EU country, with pilots by 2017
- Food and food systems
- Enable community-supported agriculture
- Share food through ICT
- Re-evaluate individualistic way of living and eating
- Local is not always more sustainable: need to have local insight into global priorities/ hot spots



## Opening keynotes from the European Commission



### Máire Geoghegan-Quinn, European Commissioner for Research, Innovation and Science

The European Commissioner for Research and Innovation, Mrs. Geoghegan-Quinn, provided the opening address to the audience via video message. She spoke about Horizon 2020 and the importance of collaborative research. “Social innovation is needed for a smarter, more efficient economy”. The Commissioner expressed the Commission’s high level support for the value add the SPREAD project and its outcomes have provided, bringing sustainable lifestyles to the center of debate and to advance the agenda for the policy makers in Europe via the Sustainable Lifestyles Roadmap and Action Plan. Mrs. Geoghegan-Quinn concluded by confirming EU budget support for the implementation of sustainable lifestyles, adding: “it starts with individual actions that are good for the climate, for jobs and for millions of Europeans.”

Watch the video <http://www.sustainable-lifestyles.eu/conference/conference-content.html>

### Domenico Rossetti di Valdalbero, Principal Administrator at the EC, Social Sciences and Humanities Programme, Directorate General for Research and Innovation

Mr. Rossetti di Valdalbero, representing the Social Sciences and Humanities Programme (DG Research and Innovation) stressed the importance of forward looking activities and multi-annual financial perspectives, taking reports like Europe 2020 and Global Europe 2050 into account. Starting off with the problems the EU faces, he mentioned the EU’s shrinking share of global GDP, increasing poverty within the EU, food waste at more than 250 kilo per year per person, an ageing population and our huge petrol consumption compared to our little petrol production. On solutions, Mr. Rossetti di Valdalbero talked about “decoupling energy use and wealth”, making oil more expensive and put value on other things than material wealth like time. Mr. Rossetti has been an appreciated high level supporter of the SPREAD project throughout its duration, for which the SPREAD consortium is truly grateful.

Download the presentation

[http://www.sustainable-lifestyles.eu/fileadmin/images/Conference\\_presentations/5\\_Rossetti\\_SPREAD-26-11-2012.pdf](http://www.sustainable-lifestyles.eu/fileadmin/images/Conference_presentations/5_Rossetti_SPREAD-26-11-2012.pdf)





**Carina Törnblom, Head of Unit Consumer Strategy, Representation and International Relations, Directorate-General for Health and Consumers**



Mrs. Törnblom, representing the EC Directorate-General for Health and Consumers (DG Sanco), brought a consumer perspective to the discussion by advocating that Europe needs to move the 56% of EU GDP in private consumption towards sustainable consumption. Mrs. Törnblom outlined the EU consumer policy and its 4 pillars - safety, knowledge, rights and enforcement - and the 4 A's: affordability, availability, attractiveness and awareness. Mrs. Törnblom highlighted key challenges for consumers transitioning to sustainable lifestyles such as misleading information, the availability and accessibility of sustainable products and services, and sustainable financing options. "I was at a consumer organisations day in Stockholm and they also invited investors. A consumer representative said: you have to provide sustainable products first. A banker said: you first have to ask the question, so he can convince his board." Mrs. Törnblom suggested that the way forward on the pathways to sustainable lifestyles needs to

include more transparent labelling of products, better consumer education and capacity building for consumer organisations.

Download the presentation

[http://www.sustainable-lifestyles.eu/fileadmin/images/Conference\\_presentations/6\\_Carina\\_Tornblom\\_SPREAD\\_sustainable\\_lifestyles\\_.pdf](http://www.sustainable-lifestyles.eu/fileadmin/images/Conference_presentations/6_Carina_Tornblom_SPREAD_sustainable_lifestyles_.pdf)

**Perla Srour-Gandon - Research Programme Officer, EC, SSH DG Research and Innovation**



Mrs. Srour-Gandon, the SPREAD project's scientific officer spoke about the uniqueness of the project's innovative outcomes, as one of the first European Social Platform projects. Mrs. Srour-Gandon pointed to the value and relevance of co-created deliverables of the project such as the Sustainable Lifestyles 2050 scenarios, the visioning "ideas cards" the Sustainable Lifestyles Roadmap & Action Plan for policy-makers, and the future Research Agenda. Mrs. Srour-Gandon highlighted the effectiveness of SPREAD's communication and dissemination abilities as a social platform project, achieving profile at the EC Green Week, the Rio+20 conference in Brazil and in various European publications. Mrs. Srour-Gandon concluded by expressing the continued focus and commitment to social innovation platform projects like SPREAD in terms of future opportunities for funding within the FP7 framework.

You can find all presentations under <http://www.sustainable-lifestyles.eu/conference/conference-content.html>



## Presentation of SPREAD Findings: From Vision to Action

“What is Sustainable Living in Europe?” – Cheryl Hicks, SPREAD Project Director and Team Leader, Collaborating Centre on Sustainable Consumption and Production (CSCP)



Ms. Hicks, representing the CSCP, SPREAD coordination partner, welcomed the audience and introduced the project by encouraging participants to engage in “Redefining the good life and redesigning the future we want through sustainable living”. Ms. Hicks outlined the conference theme and aims of “Catalyzing Action” and “Activating the EU Sustainable Lifestyles Roadmaps” by activating each one of us and the important roles that we have to play: “We have to create innovation opportunity spaces for all societal actors” and “we’re going to hear more on participatory approaches throughout this conference”. Ms. Hicks then outlined the SPREAD project findings that would be presented in more detail throughout the conference: Current European lifestyle impacts, behaviour drivers, infrastructure barriers and promising practice; a vision of futures where current impacts have been overcome, a sustainable lifestyle material footprint, and four scenarios of future societies supporting sustainable lifestyles; a roadmap and action plan for policy-makers and other societal actors; and a future research agenda for the EC. Ms. Hicks set the tone for the conference to be one of open dialogue

and in the spirit of finding collaborative ways forward to kick-start the EU Sustainable Lifestyles Roadmap and go further, faster, together on the transition to more sustainable lifestyles for all.

Download the presentation

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## Current Lifestyles Impacts (Oksana Mont – University Lund)



Ms. Mont sees more and more a polarized world growing: “There’s too much work for one and none for others, our homes are getting bigger and more heating products are installed. We have the same problem with transport: it is getting more

efficient but ownership is growing.” She concludes that technological changes will not be enough. But there’s good news as well: all wellbeing factors mentioned by Europeans are low energy actions like reading and walking in nature. Small scale initiatives are important test beds for large scale solutions. There is a need for governmental support and facilitation. “At the local level we see sustainable neighbourhoods emerging through co-creation and participation.” But we need also more innovation in research to bridge the gap between disciplines, advance experimentation and to envision alternative pathways. There is all the knowledge we need to create sustainable lifestyles. We are the first generation to design a whole new planet and we may well be the last generation to have that choice. Why is that not happening faster?

Download the presentation

[http://www.sustainable-lifestyles.eu/fileadmin/images/Conference\\_presentations/7\\_Oksana\\_SPREAD\\_Impacts\\_ToDos\\_v4.pdf](http://www.sustainable-lifestyles.eu/fileadmin/images/Conference_presentations/7_Oksana_SPREAD_Impacts_ToDos_v4.pdf)

Download the SPREAD Baseline Report

[http://www.sustainable-lifestyles.eu/fileadmin/images/content/D1.1\\_Baseline\\_Report.pdf](http://www.sustainable-lifestyles.eu/fileadmin/images/content/D1.1_Baseline_Report.pdf)

Download the SPREAD Research Agenda

[http://www.sustainable-lifestyles.eu/fileadmin/images/content/D6.1\\_Research\\_Agenda.PDF](http://www.sustainable-lifestyles.eu/fileadmin/images/content/D6.1_Research_Agenda.PDF)

## Reactions from Lars Mortensen (EEA) and Victoria Thoresen (PERL)

**Lars Mortensen:** “Unfortunately nowadays we spend a lot of money on very cheap things - in order to have sustainable consumption and lifestyles we need to re-think new measures of success and models for growth. We don’t currently have adequate policies to tackle this. Environmental labels like the EU flower is not enough. We need to look at where the European subsidies go. The roadmap presents concrete ideas in its policy pathways - we need to take these ideas forward to policy-makers as Europe currently often supports and reinforces unsustainable lifestyles with unsustainable policies.”

**Victoria Thoresen:** “As PERL we conducted vision exercises with young people and we noticed a change in the last 10 years. The SPREAD scenarios shown today are colourful and showing things that are already happening. So how do we allow young people to achieve the transition they already know?” Victoria also expressed the importance of holistic and lifelong learning and social innovation. It is not only educating young people, but also re-educating adults.



## What is a sustainable lifestyle in the EU? (Michael Lettenmeier – D-mat, Wuppertal Institute)

Mr. Lettenmeier, representing D-mat and Demos presented the results of SPREAD research and development, quantifying the material footprint of a



sustainable lifestyle to help answer the question, “what is a sustainable lifestyle” in material terms, and how is a sustainable lifestyle the same or different to current EU lifestyles?

Comparing lifestyle profiles from a diverse group of citizens from

across Europe, the sustainable lifestyles material footprint (the amount of materials that one individual could use, per annum, and remain within current resource capacity or limits) has been calculated at 8000 kg which equates to an average 2 000 kg for transport, 1 500 kg for housing, 3 000 kg for food plus 1 500 kg on all other materials. The average European currently uses 40 000 kg of material or has a lifestyle material footprint of 40 000 kg. The transition from current unsustainable lifestyle footprints to more sustainable ones would mean about a factor four reduction in material use. Mr. Lettenmeier cautioned that individuals cannot reduce their material footprints through behaviour change alone. Policy, infrastructure, new products and services will be required.

Download the presentation

[http://www.sustainable-lifestyles.eu/fileadmin/images/Conference\\_presentations/8\\_Lettenmeier\\_SPREAD\\_Final\\_Conference\\_final.pdf](http://www.sustainable-lifestyles.eu/fileadmin/images/Conference_presentations/8_Lettenmeier_SPREAD_Final_Conference_final.pdf)

Download the SPREAD Scenario Report

[http://www.sustainable-lifestyles.eu/fileadmin/images/content/D4.1\\_FourFutureScenarios.pdf](http://www.sustainable-lifestyles.eu/fileadmin/images/content/D4.1_FourFutureScenarios.pdf)



## Reactions from Richard Spencer (ICAEW) and Per Stolz (IKEA)

**Richard Spencer:** “At The Finance Innovation Lab, we have been exploring innovation in the financial system with the aim to identify alternatives that better serve people and planet. The Lab takes a participatory approach. We gave people a chance to express how they would like to transform the financial system. One area that is gaining traction is the re-thinking of the measurement and accounting for value which includes the internalisation of externalities, payments for ecosystems services, complementary currencies etc. The sustainable lifestyle material footprint provides an accounting system to calculate how sustainably we are living. This system will enable resource use goals, and will be able to measure progress on the transition to more sustainable living in Europe.

**Per Stolz:** “IKEA just published a plan for 2020 that hopes to inspire millions of people to live more sustainably. We believe that helping to catalyze change amongst our 700 million consumers will have an impact. IKEA has just completed a study with 9 families, who managed a 20% energy and 50% waste reduction.”

## Roadmap from current lifestyles 2012 to future sustainable lifestyles 2050 (Leida Rijnhout – ANPED)

Ms. Rijnhout presented the core conclusion of the SPREAD Sustainable Lifestyles 2050 project, the EU Sustainable Lifestyles Roadmap and Action Plan 2050. The roadmap brings together all deliverables of the 2-year project, co-created by the experts and practitioners of the SPREAD European Social Platform. The roadmap outlines pathways (2012-2050) of possible actions to enable social innovation and behaviour change, supportive policies, economies and monetary systems for the transition to more sustainable lifestyles. “We say it’s a roadmap but in the project we came to refer to it as the “bike-path” which we felt was more coherent the language for promoting sustainable lifestyles”. Ms. Rijnhout highlighted how the roadmap was designed and its focus on four key enablers of sustainable lifestyles: 1) policy and governance, 2) economy and monetary systems, 3) social innovation and 4) individual behaviour change. “This roadmap is fully complementary with other EU roadmaps, as it focuses on social innovation, individual and household and behaviour change.” Ms. Rijnhout concluded with highlights of the roadmap timelines 2012-2050 with concrete proposals for actions and future deliverables.



Download the presentation

[http://www.sustainable-lifestyles.eu/fileadmin/images/Conference\\_presentations/9\\_Leida\\_SPREAD\\_roadmap\\_presentation\\_LR.pdf](http://www.sustainable-lifestyles.eu/fileadmin/images/Conference_presentations/9_Leida_SPREAD_roadmap_presentation_LR.pdf)

Download the SPREAD roadmap

<http://www.sustainable-lifestyles.eu/fileadmin/images/content/Roadmap.pdf>

Download the policy brief summarizing the roadmap

[http://www.sustainable-lifestyles.eu/fileadmin/images/content/D5.2\\_PolicyBrief\\_Roadmap\\_01.pdf](http://www.sustainable-lifestyles.eu/fileadmin/images/content/D5.2_PolicyBrief_Roadmap_01.pdf)

## Reactions from Fanny Demassieux (UNEP-DTI) and Bart Martens (Flemish Parliament -Socialist Party)

**Fanny Demassieux:** “What I like about the roadmap is that we are getting precise. The roadmap doesn’t pretend it will be easy.” “We also need to think about how we communicate sustainable living to young kids. In UNEP’s global survey on sustainable lifestyles (GSSL) young people in Europe have said they want social inclusion and security. How will sustainable lifestyles deliver this?” Responding to a question on the pricing nature Ms. Demassieux added: “We will need to do it. This is the last resort.”

**Bart Martens:** “I like the recommendations on policy and governance. There are also externalities in our democracy: our decisions have an impact on people outside our area and we influence future generations as well. I think it is necessary to have a sustainable development impact assessment on policy programs, which is broader than an EIA. Principles of sustainable development are part of the constitution in Belgium and this trickles down into our society. One example; a company wanted to build a palm oil biomass plant in Antwerp. Before the integration of SD into the Constitution, the legal basis to deny a permit was not there. But now we could take into account the



impact of the plantations in Indonesia, and stop the industry” Bart added that prices alone will not do the job and that we need to move from the “polluter pays” to the “polluter stops” principle with higher standards and norms. He also added that ecotaxes need social corrections and pleaded with European policymakers present to allow for more public-private investments – especially in energy savings.

## Speakers of the conference

- Elinor Blair (UK Department for Environment, Food and Rural Affairs (DEFRA))
- Gunilla Blomquist (Swedish Ministry of the Environment)
- Mathijs Buts (Federal Planning Bureau)
- Andrea Brown (World Business Council for Sustainable Development (WBCSD))
- Marta Conde Puigmal (Institute for Environmental Science and Technology)
- Fanny Demassieux (United Nations Environment Programme (UNEP))
- Anna Detheridge (Connecting Cultures)
- Cynthia Echave (Agencia d'Ecologia Urbana de Barcelona)
- Eduardo Escobedo (Sustainable Luxury)
- Birger Forsberg (Stockholm City Council)
- David French (Antinea Foundation)
- Máire Geoghegan-Quinn (European Commissioner for Research, Innovation and Science)
- Erik Gerritsen (LiveWell for LIFE)
- Trevor Graham (City of Malmö)
- Cheryl Hicks (Collaborating Centre on Sustainable Consumption & Production - CSCP)
- Jan Juffermans (Footprint NL)
- Marlieke Kieboom (Kennisland)
- Michael Lettenmeier (D-mat and Wuppertal Institute)
- Bart Martens (Flemish Parliament)
- Paul Metz (INTEGeR)
- Oksana Mont (Lund University)
- Lars Mortensen (European Environment Agency (EEA))
- Tapio Nurminen (Open Knowledge Festival)
- Sue Riddlestone (Bioregional)
- Leida Rijnhout (The Northern Alliance for Sustainability (ANPED))
- John Rogers (Value for people)
- Domenico Rossetti di Valdalbero (Directorate General for Research and Innovation)
- André Schneider (Global Advisory)
- Christian Schrefel (ECO-Counselling Europe)
- Anne Juliette Serry (INPES France)
- Richard Spencer (Institute of Chartered Accountants of England & Wales (ICAEW))
- Perla Srour-Gandon (Directorate General for Research and Innovation (DG R&I SSH))
- Per Stoltz (IKEA)
- Laura Storm (SUSTAINIA)
- Victoria Thoresen (Partnership for Education & Responsible Living (PERL))
- Carina Törnblom (Directorate General for Health and Consumers (DG SANCO))
- Malcolm Ward (Public Health Wales)

Speaker bios online at <http://www.sustainable-lifestyles.eu/conference/speakers.html>



## The Marketplace - Experience sustainable lifestyles today!



The conference provided a space for various promising sustainable living practices from the European Social Platform could display their initiatives and interact with participants. Some of the initiatives on display in the marketplace included: ten principals of sustainable living (BioRegional) with demonstrations of their implementation in various Ecovillages around Europe; flexible housing solutions on a pay per use basis for changing living needs (vida+facil); retrofit for abandoned buildings, a second life ([im]possible living). Also in the marketplace, each participant was invited to calculate his/her individual lifestyle material footprint at the footprint station.



### Organisation

### Short description and website

#### Gnammo

A platform that allows people to organise open food events in their houses as if they are restaurants. It is also a way to spread the culture of good food, food traditions and values.

<http://gnammo.com/>

#### (im)possible living

A global community born to map and give new life to abandoned buildings.

<http://www.impossibleliving.com/>

#### BioRegional - One Planet Living

One Planet Living is a positive vision of a world in which we are living happy, healthy lives, within the natural limits of the planet.

<http://www.bioregional.com/oneplanetliving/what-is-one-planet-living/>



**INSnet Foundation**

iNSnet offers professional services in news and information publishing, media exposure, consumer behaviour research and trend management.  
[www.insnet.org](http://www.insnet.org)

**vida+facil**

Cloudhousing is a concept that enhances the flexibility and the community to adjust the housing market to the needs of people looking for a sustainable solution in the housing crisis. <http://www.vidamesfacil.com/en/>

**EuroHeathNet**

Game for participants to test how healthy/unhealthy lifestyles they are having.  
<http://eurohealthnet.eu/>

**Material Footprint Station**

The SPREAD project has defines sustainable lifestyles at a level of 8000 km per person per year. How heavy is your footprint? You can calculate your material footprint here: <http://www.sustainable-lifestyles.eu/conference/conference-snapshots.html>



## Workshop Series “Enablers” of the Sustainable Lifestyles Roadmap

### 1) Workshop “Activating the GOVERNANCE AND POLICY Pathway to Sustainable Lifestyles”

**Moderator:** Leida Rijnhout, ANPED

**Speakers:**

- **Gunilla Blomquist (Swedish Ministry of the Environment)**
- **Jan Juffermans (Ecological Footprint Network)**
- **Mathijs Buts (Federal Planning Bureau, Task Force Sustainable Development)**

#### **Gunilla Blomquist (Swedish Ministry of Environment)**

*“The roadmap focuses on ways to overcome the difficulties and challenges that individuals and institutions have had trying to achieve more sustainable lifestyles. A number of actions are not politically feasible today - but that was not the purpose of the project – it provides a vision to inspire possible actions and new solutions.”* Ms. Blomquist explained that as enablers, governments need to provide supportive infrastructure, a good institutional framework and responsible leadership towards long-term goals. She also talked about the need for social innovation, policy coherence, education, economic incentives, information and work on values and attitudes. Finally, Ms. Blomquist challenged the group to think about how to encourage politicians to be brave enough to take this Sustainable Lifestyles Roadmap as a policy instrument.

#### **Jan Juffermans (Ecological Footprint Network)**

*“We need to move from measuring global ecological space per person to the next step: a fair earth share for everyone.”* Mr Juffermans quoted a range of UN reports to say that around 20% takes 80% and he added that there’s a growing attention for fair sharing. He believes that as prices for food, water and energy go up, more people will ask for fair shares creating the need for quotas. *“For the time being we can do damage control like starting a footprint tax on products and services.”* He sketched the development of the quota idea since it was first launched in the 1990s.

#### **Mathijs Buts (Federal Planning Bureau, Task Force Sustainable Development)**

Mr Buts outlined three best practices from Belgium that could be considered more broadly across Europe:

- 1: The Belgian Federal Sustainable Development Strategy. This is based on the Rio 1992 Earth Summit, translated into a federal act in 1997 and it was reviewed in 2010. Its indicators show that Belgium booked 12 fast progresses, 8 slow progresses and 5 declines.
- 2: The sustainable impact assessment (SIA). In theory this is applicable to all files for our council of ministers but in practice most files are exemptions, some have a quick scan and the SIA was made on one file only, so far.
- 3: The adoption of a long-term vision (2050) on Sustainable Development for the Federal Government that directs learning cycles.



## 2) Workshop “Activating the ECONOMY AND MONETARY SYSTEMS Pathway to Sustainable Lifestyles”

**Moderator:** Cheryl Hicks, CSCP

**Speakers:**

- **André Schneider (André Schneider Global Advisory)**
- **Richard Spencer (ICAEW)**
- **John Rogers (Value for people)**
- **Paul Metz (INTEGeR)**



### **André Schneider (André Schneider Global Advisory)**

*“Debt should enable future wealth and not deeper current debt.” “The current business as usual scenario does not work - More support for alternative economies is needed”.* Enabling competitive economies for sustainable living requires a closer look at the role of resources and social infrastructure. Governments can make a significant difference by prioritizing investment in sustainable infrastructure that supports people and sustainable living.

### **Richard Spencer (ICAEW)**

Mr. Spencer outlined the activities of The Finance Innovation Lab, co-founded by the ICAEW and WWF following the financial crisis of 2008. *“The functions of the market can work, the problem is the current collapse in public trust”.* People have been “externalized” and excluded from the systems (the financial system). *“The financial system needs to be redefined in terms of “fitness” for the purposes of people, and the role of businesses and institutions as enablers”.*

### **John Rogers (Value for people)**

*“We are currently at the cross road with disaster on one side, and a sustainable future on the other side”.* Local money can be used to support sustainability and local economies. Mr. Rogers outlined the evolution of the movement of complementary and alternative currencies around the world from his recent research and highlights a shift from niche initiatives to much larger movements now supported by institutions and governments in some countries.

### **Paul Metz (INTEGeR)**

*“The economic thinking needed is that shifts the focus to scarcity and not on what we demand (greed).”* Mr. Metz stated that currently, we tax good behaviour like work, added value, VAT etc. and at the same time encourage and subsidize bad behavior. This should be reversed by taxing natural resources and all activities that encourage extraction of value. Useful principles are known but need to be used more: Polluter pays, nature is a ‘common good’ (so not for sale) and the idea of providing all citizens an equal share. Mr. Metz explained that these are the basic principles of the citizen’s dividend.

### 3) Workshop “Activating the SOCIAL INNOVATION AND INDIVIDUAL BEHAVIOUR CHANGE Pathway to Sustainable Lifestyles”

**Moderator:** Maria Ritola, DEMOS

**Speakers:**

- Laura Storm (Sustainia)
- Elinor Blair (Defra)
- Marlieke Kieboom (Kennisland)

#### Laura Storm (Sustainia)

*“A future that is appealing, engaging and attractive, something you want to be part of, has the power to promote change”.* Ms. Storm explained that Doomsday scenarios and pictures of melting icebergs can catch people's attention for a moment but will never create the excitement and engagement necessary. Sustainia believes that change is motivated by letting people in on what exciting possibilities a sustainable future holds. Now people tend to think that sustainability is about no hot shower, no heat in the winter and no fun. It's actually the opposite - and this is something that should be communicated to the masses. People deserve to sense how their everyday life could be improved by changing their routines and products to more sustainable ones. This is the source of inspiration and the trigger to a large-scale change in our societies.

#### Elinor Blair (Defra)

Ms. Blair highlighted that influencing behaviour is central to public policy. Recently, there have been major advances in understanding the influences on our behaviours. For Defra influencing behaviours is most effective when measures are combined from different categories of policy tools. Ms. Blair outlines Defra's 4Es (enable, engage, encourage and exemplify) policy framework, which provides a tool to ensure that the instruments used are enough to catalyze change. *“When putting plans into action it is crucial to test innovative techniques for behavioural issues in order to identify what works and what doesn't and why. This can be done through developing small scale pilots. These trials provide important stepping stone to develop case for/against wider scale-up or roll out.”*

#### Marlieke Kieboom (Kennisland)

*“The challenges of today's society demand new types of innovation”.* Ms. Kieboom stated that tackling these challenges will require knowledge of the people who are directly affected. Getting these people involved is the only way to achieve sustainable innovation. This demands a socially innovative approach that offers scope for both bottom-up and top-down initiatives. Our societies should encourage innovating at a personal level. Learning occurs primarily in interaction with others so a smart society is a society where people work together.



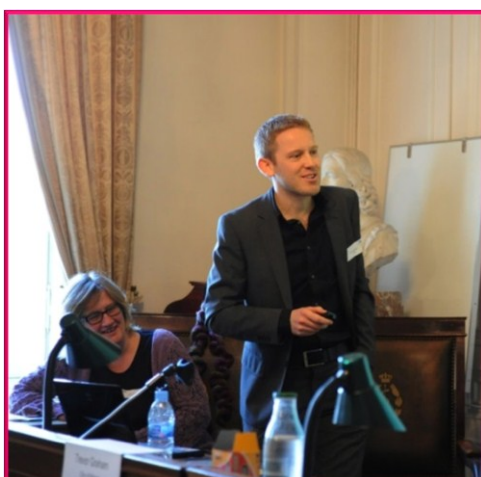
## Workshop Series “Proposals for Action – Activating Sustainable Living”

### 4) THE IMPORTANCE OF LOCALIZATION – FOOD, CULTURE AND COMMUNITY SYSTEMS

**Moderator:** Bettina Schaefer, ECOI

**Speakers:**

- Christian Schrefel (ECO-Counselling Europe)
- Trevor Graham (City of Malmö)
- Erik Gerritsen (LiveWell for LIFE)



#### Christian Schrefel (ECO-Counselling Europe)

Mr. Schrefel outlined a number of promising practice examples in Europe related to community actions. *“In Village Hostetín Centre Veronica (rural sustainability) passive houses, biomass heating, solar collectors, an apple juice plant and a fruit drying kiln have been introduced.”* In Vienna (Urban Sustainability), the group *“Asphaltpirats”* has reclaimed the streets by blocking them regularly for neighbourhood food, dancing, chatting, playing... it has now been widely adopted.

#### Trevor Graham (City of Malmö)

The city of Malmö, recognized as a “sustainable city” has a range of promising sustainability activities. Mr. Graham outlined a few: Examples of balcony and garden electricity production, infrastructure for cycling, reprioritizing streets, information campaigns on e.g. bike use, designing space that in this case young women want to use. Climate friendly and organic school system, where 50% of the food consumed is organic, which is financed by less meat. Urban gardening is prevalent in the city, enabled by entrepreneurs, small businesses and individuals. He promotes that *“the economy has to be built around experience and not products, to minimize environmental impact and maximize social benefits.”*

#### Erik Gerritsen (LiveWell for LIFE)

In 2011 the LiveWell report, with recommendations for UK-government to promote healthy diets, was published. UK LiveWell Principles: 1) eat more plants 2) Waste less food 3) eat less meat 4) eat less processed food 5) buy more local food. The LiveWell for LIFE project broadens this work to Sweden, France and Spain, exploring different food production systems; different recipes and food, which has produced very different recommendations in all countries. *“We found in our analysis that the local food levels need to be considered and knowledge needs to be used.”*

## 5) THE IMPORTANCE OF INFRASTRUCTURE - Housing, mobility, energy & food systems

**Moderator: Eva Csobod, REC**

### **Speakers:**

- **Cynthia Echave (Agencia Ecologica Urbana, Barcelona)**
- **Andre Schneider (Andre Schneider Global Advisory)**
- **Sue Riddlestone (Bioregional)**

Éva Csobod (REC) as moderator opened the workshop. She mentioned the at the time of the conference ongoing UNFCCC COP meeting in Doha, where states tried to reach an agreement on commitments regarding the GHG emissions. She highlighted the importance of individual commitments on the way to sustainable lifestyles. She pointed out that discussing these potential personal commitments was the main topic of the workshop.

Casper Tigchelaar (ECN) made an introductory presentation into the topic. He quoted the SPREAD baseline report and its main conclusions on infrastructure. He underpinned the 8000 kg material footprint as a target. Finally he stressed that in the case of infrastructures good planning is essential, otherwise mistakes could cause lock-ins for decades.

### **Cynthia Echave (Agencia Ecologica Urbana, Barcelona)**

Ms. Echave outlined a theoretical model of ecological urbanism, which means that we examine cities and inhabited environments as ecosystems. *“We introduced the “liveability index” for cities in Barcelona.”* She also gave information on strategies (good examples and solutions), which fit into this model: She gave the example of Vitoria Gasteiz. She also promoted planning on three levels, with a vertical scope: underground, surface, height (Sector Llevant, Figueres).

### **André Schneider (Andre Schneider Global Advisory)**

Mr. Schneider explained that mobility of people and goods is a global issue. Goods transport is mainly on highways (and in air), in passenger transport we are moving more and more to cars and to the air. We are still looking only into the incentives to reach sustainable mobility, there are no bans yet (e.g. “you are entitled to travel in your car only 5000 km/ year”). Within the Global+5 initiative a mobility index was set up and calculated for 66 countries. The index is still an on-going effort, using a quality and an innovative approach.

*“One main indicator is the growth of transport volume compared to growth of GDP. If there is a bigger growth in transport volume that is the worst from a sustainability point of view. On China’s highways, some traffic jams lasts for a week!”*

### **Sue Riddlestone (Bioregional)**

Mrs. Riddlestone started with presenting Bioregional as a “social enterprise”. They founded BedZED (Beddington Zero Energy Development), almost a “village”. The goal was to make it easy to be sustainable, regarding all aspects of the lifestyle. It is built of passive houses, using low energy appliances, which led to 45% reduction in energy use. Beforehand, only 25% reduction were predicted, meaning that 20% came from behavioural change. They reached altogether 72% reduction in CO2 emission; but travel impacts remained high! In order to change this behaviour, now bicycles are promoted, car parking space is charged for and a car club (car rent) was initiated. The result so far is a 60% decrease in car use. *“In terms of food, there is no advice not to eat meat, just the advice that eating meat is not good for the planet, for your health etc. On top of that, we also produce local vegetables.”*

## 6) THE IMPORTANCE OF HEALTH, WELL BEING AND SOCIAL EQUITY

**Moderator:** *Caroline Costongs, EurohealthNet*

**Speakers:**

- *Malcolm Ward (Public Health Wales)*
- *Anne Juliette Serry (INPES France)*
- *Birger Forsberg (Stockholm City Council)*

### Malcolm Ward (Public Health Wales) - PlanET Health:

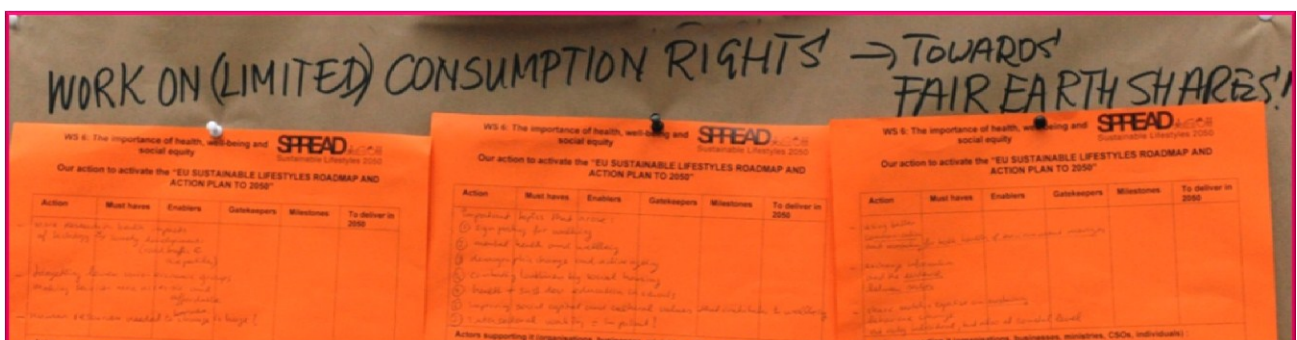
Mr. Ward entitled his presentation “A Horror Story with a Happy Ending”. The way our society is organised has led to an obesogenesis world - a world of fast food outlets, designed for traffic, a world that penalises pedestrians, cyclists and children! PlanET Health Cymru has put in place a system that captures the collective intelligence and share tools, information, data, research, ideas, and good practice to change the unhealthy and unsustainable trends in our society.

### Anne Juliette Serry (INPES France)

Physical activity is an essential element of any strategy to fight against obesity and various associated diseases in children and adults. An active lifestyle contributes to physical and mental health, social cohesion and the well-being of a population. INPES, a public health establishment under the authority of the Ministry of Health in France has developed a media campaign to promote physical activity and active transportation and established a pedestrian signage in nine cities to show the population how they can incorporate easily walking in their daily lives. The programme was a success: 91% of people who had seen the signs say that they appreciate them and 86% find them helpful for the residents of the city in general and 69% for themselves personally.

### Birger Forsberg (Stockholm City Council)

The Swedish Public Health has the overall aim to provide good health on equal terms for all. The Stockholm County Council is translating this into: Good living conditions for all, A healthy environment, Healthy work life conditions, Healthy lifestyle/behaviour and Good mental health. There are many ways to improve public health which involve working with other sectors. Some examples of current public health work are: evaluation of healthy lifestyles and behaviours through the general practitioners; planning for cycling; and changing the infrastructure to fight against increased suicidal rates.



## 7) LINKING SUSTAINABILITY LIVING GLOBALLY - Europe in the global context

**Moderator:** Leida Rijnhout, ANPED

**Speakers:**

- **Marta Conde Puigmal (Institute for Environmental Science and technology) – Spain**
- **Lars Mortensen (European Environmental Agency) – Denmark**
- **Sue Riddlestone (Bioregional) – UK**
- **David French (Antinea Foundation) - Switzerland**

### Marta Conde Puigmal

Ms. Conde presented the concepts of ecological economics: social metabolism, material flow analysis, ecological unequal exchange, material and energy flows analysis (MEGFA) and Life cycle assessment.

*“Relative decoupling means that material use is growing, only slower than GDP. At the commodity frontiers conflicts are around biomass, plantation, agro fuels, mining and so on. But where is the source of that conflict?”* Some solutions make things worse. Ms. Conde gave the example of the ecological rucksack of car filters. This is mainly damaging the countries where the material needed for it (PGM) is mined: South Africa and Russia. Other conflicts like the ones arising from waste are situated at the end of products life cycles.. Socially sustainable degrowth is a voluntary societal downscaling of production.

### Lars Mortensen - European Environment Agency

Mr. Mortensen challenged participants with an opening question: *“how do we find good growth?”* Mr. Mortensen outlined the EEA’s research on consumption categories causing the highest GHG emissions per Euro spent. The biggest impacts were found in: Transport, furnishing, housing, water, electricity, gas. Average impacts occur from: Restaurants, recreation, health, education, communication and clothing. The lowest impact surprisingly result from tobacco. Consumption categories causing the highest material intensity per Euro spent are food, beverages and furnishing. A big material intensity results from housing, water, electricity and gas, transport and restaurants and a smaller from recreation, health, education, communication and clothing.

### Sue Riddlestone - Bioregional

*“Rio+20 made an agreement on the 10-year framework programme for sustainable consumption and production and on the Sustainable Development Goals. That is good, but for us the challenge is: the ecological footprint. How can we get to contraction and convergence?”* Mrs Riddlestone gave some examples of things BioRegional accomplished:

- Local paper for London: a 93% reduction in ecological footprint for paper use.
- Local charcoal: a 85% reduction in CO2 from transport.

BedZED eco-village: a 71% personal CO2 reduction. They work with 10 principles BioRegional developed around ‘one planet living’.

### David French - Antinea Foundation

The Antinea Foundation’s work explores human impact on the oceans. Mr. French shared key facts linking our lifestyles to impact on the oceans: Around 75% of the oxygen we have is provided by the oceans, around 90% of goods traded go by the oceans, and around 1 billion people depend on oceans for their protein. *“The mission of the Antinea Foundation is to contribute to healthy oceans for humanity through “the changing oceans expedition””*. They have mapped impacts on oceans on 17 different human activities like fishing, acidification, pharma & tourism. The main result was that there are very few pristine places left. It is clear that current lifestyles have an impact beyond borders. From Tourism to plastic pollution, acid, shipping and climate change: many things can be done in all spheres. Mr. French introduced a new initiative which Antinea is involved in called ‘My drop in the oceans’ which identifies and seeks to reward these positive actions and promising practices step by step, drop by drop.





## 8) CHOICE INFLUENCING - The role of media, marketing, communications & design

**Moderator:** Anna Meroni, Polimi

**Speakers:**

- Anna Detheridge (Connecting Cultures)
- Tapio Nurminen (Flo Apps)
- Daniela Galvani, Andrea Sesta ([Im]possible Living)

### Anna Detheridge (Connecting Cultures)

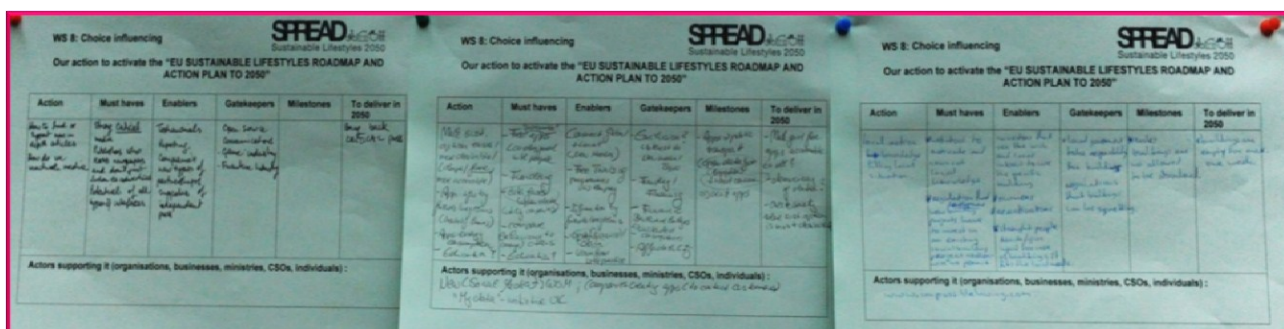
*"We are a non profit research agency active in the field of the Visual Arts. It is committed to an inclusive approach to culture and an action research based method of working in the public realm."* Connecting Cultures works with artists, designers architects and performers, and the public attempting to bring them together in meaningful ways. She presented several projects like: Imaging Parco Sud; Extraordinary landscapes; Milan & beyond Creativity and new urban ecologies; The Cagliari Project.

### Tapio Nurminen (Flo Apps)

Mr. Nurminen presented the vision and mission of the firm: Flo Apps is a Helsinki-based technology company that offer clients Internet consultation and implementation, focusing on mashups, data visualizations, Web 3.0 and JavaScript/AJAX. *"In particular our firm helps clients to utilize modern web technologies, visualize data and make use of open data."* He demonstrated the innovation opportunities offered by the management of open data, in particular, on the digital systems allowing people to monitor and control the own use of energy, as a way to save energy and transforming the own behaviours accordingly.

### Daniela Galvani, Andrea Sesta ([Im]possible Living)

[Im]possible Living claims to be the first global digital community born to map and give new life to abandoned buildings. The initiative starts from the fact that, in every city, there are many abandoned places that could be used and turned into an opportunity for the city and the community. [Im]possible Living is a crowd sourced service to map and reactivate abandoned buildings. At the present stage, the solutions allow people to report and map such buildings, activating in doing so a potential community interested in their restoration and re-use. The next stage of the solution (about to be released) is the possibility to start projects about the building, coordinating different contributions, inputs and expertise. *"Each initiative will have an own leader and will evolve in a peculiar way: We will support them with tools, project management tools and networking."*



## 9) ECONOMICS FOR SUSTAINABLE LIVING - New value creation (business) models, complementary currency systems, jobs and skills

**Moderator:** Oksana Mont, Lund University

### Speakers:

- Victoria Thoresen (PERL)
- Andrea Brown (WBCSD)
- Eduardo Escobedo (Sustainable Luxury)

### Victoria Thoresen (PERL)

Mrs. Thoresen asks the audience: *“who will pave the way to new business models? Who will work in these new business models?”* She stressed that we need more focus on values (virtues, qualities) for achieving this. The “core life skills” with the goal to build self-esteem and compassion were lounged by WHO in 1994– these skills were meant to help solve problems in different cultural contexts. Such skills are also the foundation of new business models. These skills can be reached by giving more importance to and awareness via family, community, but also via media, toys and digital games.

### Andrea Brown (WBCSD)

Ms Brown highlighted the WBCSD’s Vision 2050: 9 billion people living well within the limits of one planet. For the economy, the vision foresees: True value, true cost, true profit – economic growth is decoupled from material and environmental consumption. Until today many problems remain: Poverty has not gone away, environmental damage remains severe, carbon emissions keep increasing, weather patterns are changing, and the population of the world is increasing. What is needed is an integrated management: Inclusion of social and natural capital into business management (on top of financial capital). *“Some positive include Puma, where they introduced an environmental profit and loss account and Unilever that got rid of 3-monthly forecasting, but is moving their business model to the longer term.*

### Eduardo Escobedo (Sustainable Luxury)

*“What is luxury actually? Exclusivity, expensive, something you probably don’t need...”* Mr. Escobedo continued talking about the drivers for luxury. For many luxury goods, there is a whole story behind. How can we change values in an a way that they have high quality long lasting products, value what you purchase. He proposed that offers like buy 2, get 3 should be stopped.





Our evening event was very appreciated with tasty sustainable food and drinks, and a very special act of Max Vandervorst, a musician who plays on self made instruments of garbage.  
[www.maxvandervorst.be](http://www.maxvandervorst.be)



## Participant List

### "Catalyzing Action: EU Sustainable Lifestyles Roadmap & Action Plan to 2050" SPREAD Conference Participants List

First name	Last name	Company
Ana	Adzersen	DialogN - Citizen Dialogue for Sustainability in Lüneburg
Karl-Heinrich	Adzersen	German Cancer Research Center, Heidelberg
Frederick	Allen	BSIS
Matthias	Altmann, Dr.	European Commission
Midori	Aoyagi	National Institute for Environmental Studies
Denise	Auclair	CIDSE
Merve	Bedir	Delft University of Technology
Helena	Berends- Imminga	Regenboog Advies
Elinor	Blair	Defra
Gunilla	Blomquist	Swedish Ministry of the Environment
Joachim	Bochberg	KEQ Consulting
Laurent	Bontoux	European Commission - DG JRC
Anthony	Breninkmeijer	Consultant - Entrepreneur -Investor
Mélanie	Breninkmeyer	Mb
Andrea	Brown	World Business Council for Sustainable Development (WBCSD)
Robin	Brown	Just Space
Nora	Brüggemann	CSCP
Till	Brüggemann	Hermann Sprenger GmbH
Machtelijn	Brummel	Agentschap NL
Mathijs	Buts	Federal Planning Bureau
Caroline	Carson	GlobeScan
Jingquan	Chen	Mission of China to the EU
Cristina	Chiotan	eurohealthnet
Joris	Claeys	CAPix-Asia   ecoNVERGE
Marta	Conde	ICTA UAB
Jean Philippe	Cornelis	Creatopia
Marta	Corubolo	politecnico di milano - indaco dept.
Caroline	Costongs	yes
Isalyne	Couteaux	Hatch-foundation
Tony	Craig	The James Hutton Institute
Eva	Csobod	Regional Environmentatl Centre
Francisco	Daiz	FUNDECYT
Sara	Darias-Curvo	University of La Laguna
Luc	De Bakker	Terrovin
Hanneke	de Bode	ODS
Marc	de Sauvage	mds&p
Enrique	De Villamore	Regional Activity Center for Cleaner Production (CP-RAC)
Natacha	Defeche	Sustenuto
Patricia	Delbaere	Federal Planning Bureau
Fanny	Demassieux	United Nations Environment Programme
Dilara	Deneve	Turkish Research and Business Organisations (TuR&Bo)
Anna	Detheridge	Connecting Cultures
Claudian	Dobos	Global Ecovillages Network Europe
Gyula	Dr. Lakatos	University of Debrecen
Yegor	Dubynskyi	Mission of Ukraine to EU

Lucie	Durocher	APRE
Cynthia	Echave	Urban Ecology Agency of Barcelona
Angelika	Eckardt	selbständig
Eva	Eiderstroem	the swedish society for nature conservation
Soumaya	El Bakkali	Ashoka
Eduardo	Escobedo	CSCP
David	Espinel	KU Leuven
Csobod	Eva	Regional environmental center
Birger	Forsberg	Stockholm Ciry Council
David	French	Antinea Foundation
Maxi	Freund	Saarland University
Yvonna	Gaillyová	Ecological institute Veronica
Daniela	Galvani	[im]possible living
Imma	Gamundí	Centre Balears Europa
Maria	Georgoula	ANPED
Erik	Gerritsen	WWF European Policy Office
Francesca	Giorgio	Moverim
Ariadna	Goberna	freelance translator
Marc	Goffart	European Commission - RTD/B5 - SSH
Sonia	Goicoechea	ANPED
Christophe	Gouache	Strategic Design Scenarios
Trevor	Graham	City of Malmö
Alessandra	Graziani	vida+facil
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Louise	Hain	Ouishare
kathryn	hendry	Brahma Kumaris
Franziska	Hengl	integrative Health Promotion
Gisele	Henriques	CIDSE
Alain	Henry	Federal Planning Bureau
María	Herreras	Zeltia, S.A.
Cheryl	Hicks	CSCP
Julia	Hildemeier	GERPISA
Bernd	Hoesch-Vial	VIAL GmbH
Julie-Anne	Hogbin	Global Sustainability Institute, Anglia Ruskin University
Andreas	Huber	European Institute for Energy Research
Sara	Ilstedt	KTH, Royal Institute of Technology
Tony	Irawan	EIIW University of Wuppertal
François	Jégou	Strategic Design Scenarios
Laia	Jordana	Participant
Marie Louise	Jørgensen	the Danish Board of Technology
Tamás	Józsa	Municipality of Town Veszprém
Jan	Juffermans	For Global Sustainability
Samir	Kadiric	European Institute for International Economic Relations
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Mikako	Le Lay	CSR Europe

An	Lebacq	VIGeZ - Flemish Institute for Health Promotion and Disease Prevention
Petr	Ledvina	Ecological institute Veronica
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Marie T.	Lubs	Belgium-Hongkong Society (member)
Thomas	Marschner	TTNF UG
Bart	Martens	Vlaams parlement
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Anna	Meroni	Politecnico di Milano
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Erwan	Mouazan	ecores
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Aleksi	Neovonen	Demos
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Tapio	Nurminen	Flo Apps Ltd
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Jessica	Pape	Trinity College Dublin, Ireland
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Kurt	Peleman	EVPA
Renata	Placková	Friends of the Earth Czech Republic
Piritta	Poikonen	Federation of Finnish Financial Services
Christophe	Polack	The Architects Polak
Floriana-Alina	Pondichie	Uppsala University
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Heiko	Prange-Gstoehl	European Commission
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Sonja	Prodanovic	NGOEcoUrban Workshop & Journal REPUBLIKA
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Arnau	Queralt-Bassa	Advisory Council for the Sustainable Development for Catalonia
Lari	Rajantie	Sitra the Finnish Innovation Fund
Patrizia	Rampioni	University of Bologna
Gian Luca	Ranno	Gnammo.com



Riccardo	Ricci	European Commision
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Sue	Riddelstone	Bioregional
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Maria	Ritola	Demos Helsinki
Luea	Ritter	arpia - art and landscape
John	Rogers	Value for People
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Jean	Routchenko	Takkmama Consulting
Juan	Ruzafa	Vida mes facil
Francois	Sabine	EcoRes
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Richard	Spencer	Institute of Chartered Accountants in England & Wales
Perla	Srouf-Gandon	European Commission, DG Research and Innovation, SSH Programme
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Eivind	Stø	National Institute for Consumer Research, Norway
Per	Stoltz	IKEA of Sweden
Laura	Storm	Sustainia
Ingvild	Sundby	Sundby Design (repr Norsk Form)
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Péter	Szuppinger	REC
Kaidi	Tamm	Karlsruhe Institute of Technology / Justus Liebig Universität Giessen
Victoria W.	Thoresen	PERL (The Partnership for Education and Reseach about Responsible Living)
Casper	Tigchelaar	ECN
Nicola	Tollin	Centre for Sustatinable Environments, University of Bradford
Margherita	Tolotto	Veneto Region
Carina	Tornblom	European Commission DG SANCO
Valère	Torrdeur	Unilever Pensioners
Martine	Trigalez	BNPParibas
Ivana	Tsvetkova	University of Kent
Briony	Turner	King's College London
Christos	Tympanaris	IUCN
Marko	Ulvila	European Parliament
Katharina	Umpfenbach	Ecologic Institute
Matthijs	Uyterlinde	ECN

Elena	Val	Veneto Region
Heikki	Valkama	Apu magazine
Riitta	Välke	Wälke Ky
Pieter-Jan	Van de Velde	Act4Change vzw
Stephan	Van den Broucke	Université catholique de Louvain
Victor	van Kleef	PA Europe
Jeroen	Van Laer	European Commission, Directorate-General for Health and Consumers
Marcel	van Meesche	21 solutions
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Elisa	Vanin	Foundation for the Environment
Lode	Vanoost	www.dewereldmorgen.be
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Janine	Vervoordeldonk	CBO (TNO company)
Olivier	Vilaca	None
Bernard	Walschaerts	Institut Eco-Conseil
Eva-Maria	Waltner	University of Konstanz
Josefin	Wangel	KTH - Royal Institute of Technology
Malcolm	Ward	EuroHealthNet
Paul	Welfens	University of Wuppertal / EIIW
Laure	Willemen	University of Kent/ ANPED
Evgeniya	Yushkova	University of Wuppertal / EIIW
Manon	Zwart	RIVM



## The Conference Agenda

Catalyzing Action:

EU SUSTAINABLE LIFESTYLES ROADMAP AND ACTION PLAN TO 2050

Day 1 morning (At the Flemish Parliament)	
9:00-9:30	Arrival & Registration & Welcome drink
9:30-9:40	<b>“What is Sustainable Living in Europe?”</b> - Welcome & Introduction to the SPREAD Sustainable Lifestyles 2050 project – <i>Cheryl Hicks (CSCP)</i>
9:40-10:30	<b>Opening Keynotes from the European Commission</b> <ul style="list-style-type: none"> <li>• <i>Máire Geoghegan-Quinn, European Commissioner for Research, Innovation and Science</i></li> <li>• <i>Domenico Rossetti di Valdalbero, Principal Administrator at the EC, Social Sciences and Humanities Programme, Directorate General for Research and Innovation</i></li> <li>• <i>Carina Törnblom, Head of Unit Consumer Strategy, Representation and International Relations, Directorate-General for Health and Consumers</i></li> </ul>
10:30-12:50	<b>“EU Sustainable Lifestyles Roadmap and Action Plan to 2050”</b> - Presentation of the Key Findings of the SPREAD Sustainable Lifestyles EU Social Platform project <ul style="list-style-type: none"> <li>• <b>Current lifestyle impacts</b> – <i>Oksana Mont (Lund University)</i></li> <li>• Reaction panelists and audience: <i>Victoria Thoresen (PERL) and Lars Mortensen (EEA)</i></li> <li>• <b>What is a sustainable lifestyle in the EU?</b> – <i>Michael Lettenmeier (D-mat and Wuppertal Institute)</i></li> <li>• Reaction panelists and audience: <i>Richard Spencer (ICAEW) and Per Stoltz (IKEA)</i></li> <li>• <b>Roadmap from current lifestyles 2012 to future sustainable lifestyles 2050</b> – <i>Leida Rijnhout (ANPED)</i></li> <li>• Reaction panelists and audience: <i>Fanny Demassieux (UNEP) and Bart Martens (Flemish Parliament)</i></li> </ul>
12:50-13:00	<b>Final remarks and logistics for next sessions</b> <ul style="list-style-type: none"> <li>• <i>Perla Srour-Gandon, Research Programme Officer, European Commission, Social Sciences and Humanities Programme, Directorate General for Research and Innovation</i></li> <li>• <i>Cheryl Hicks (CSCP)</i></li> </ul>

<b>Day 1 afternoon</b> (At the Royal Flemish Academy of Belgium for Science and the Arts (KVAB))			
13:15-14:30	Lunch & Marketplace of Promising Sustainable Living Practices from the European Social Platform		
14:30-15:00	“ <b>Scenarios for Sustainable Lifestyles in 2050</b> ” – Interactive presentation of four visualized future scenarios of sustainable societies – <i>Aleksi Neuvonen (Demos)</i>		
15:00-15:15	Introduction to afternoon workshops - <i>Cheryl Hicks (CSCP)</i>		
15:15-15:30	Coffee break & Marketplace		
15:30-17:30	“ <b>Catalyzing Actions for Sustainable Lifestyles</b> ” – 3 parallel workshops exploring the EU Sustainable Lifestyles Roadmap, Action Plan & Future Scenarios		
	<b>WS 1: Governance &amp; Policy</b>	<b>WS 2: Economy &amp; Finance</b>	<b>WS 3: Social Innovation &amp; Behavior change</b>
	Moderation: <i>Leida Rijnhout (ANPED)</i>  Speakers: <i>Gunilla Blomquist (Swedish Ministry of the Environment)</i> <i>Jan Juffermans (Footprint NL)</i> <i>Mathijs Buts (Federal Planning Bureau)</i>	Moderation: <i>Cheryl Hicks (CSCP)</i>  Speakers: <i>Paul Metz (INTEGER)</i> <i>André Schneider (André Schneider Global Advisory)</i> <i>John Rogers (Value for people)</i> <i>Richard Spencer (ICAEW)</i>	Moderation: <i>Maria Ritola (Demos)</i>  Speakers: <i>Marlieke Kieboom (Kennisland)</i> <i>Laura Storm (SUSTAINIA)</i> <i>Elinor Blair (DEFRA)</i>
17:30-18:00	<b>Workshop spotlights</b> – <i>Cheryl Hicks (CSCP)</i> .		
<b>18:30</b>	<b>Evening event: Journey to the future.</b> (The HUB-Brussels) <b>Dinner, Music &amp; Première of SPREAD short movies on promising practices and scenarios 2050!</b>		

<b>Day 2</b> (At the Royal Flemish Academy of Belgium for Science and the Arts (KVAB))			
9:00-9:30	Arrival		
9:30-10:30	“ <b>Proposals for Action – Opportunity Spaces to Activate More Sustainable Living in Europe TODAY</b> ” - TED-style impulse presentations from experts on key themes.		
10:30-11:00	Coffee break & Marketplace		
11:00-12:30	“ <b>Proposals for Action – Activating Sustainable Living I</b> ” – Parallel Workshops		
	<b>WS 4: The importance of localization – Food, culture and community systems</b>	<b>WS 5: The importance of infrastructure - Housing, mobility, energy &amp; food systems</b>	<b>WS 6: The importance of health, well-being and social equity</b>

	<p>Moderation: <i>Bettina Schaefer (Ecoinstitut Barcelona)</i></p> <p>Speakers: <i>Christian Schrefel (ECO-Counselling Europe)</i> <i>Trevor Graham (City of Malmö)</i> <i>Erik Gerritsen (LiveWell for LIFE)</i></p>	<p>Moderation: <i>Eva Csobod (REC)</i></p> <p>Speakers: <i>Sue Riddlestone (Bioregional)</i> <i>Andre Schneider (André Schneider Global Advisory)</i> <i>Cynthia Echave (Agencia d'Ecologia Urbana de Barcelona)</i></p>	<p>Moderation: <i>Caroline Costongs (EuroHealthNet)</i></p> <p>Speakers: <i>Malcolm Ward (Public Health Wales)</i> <i>Anne Juliette Serry (INPES France)</i> <i>Birger Forsberg (Stockholm City Council)</i></p>
12:30-13:30	Lunch time & Marketplace		
13:30-15:00	<b>“Proposals for Action – Activating Sustainable Living II”</b> – Parallel Workshops		
	<p><b>WS 7: Linking sustainable living globally- Europe and the global context</b></p>	<p><b>WS 8: Choice influencing - The role of media, marketing, communications &amp; design</b></p>	<p><b>WS 9: Economics for sustainable living - New value creation (business) models, complementary currency systems, jobs &amp; skills</b></p>
	<p>Moderation: <i>Leida Rijnhout (ANPED)</i></p> <p>Speakers: <i>Marta Conde Puigmal (Institute for Environmental Science and Technology)</i> <i>Lars Mortensen (EEA)</i> <i>Sue Riddlestone (Bioregional)</i> <i>David French (Antinea Foundation)</i></p>	<p>Moderation: <i>Anna Meroni (Polimi)</i></p> <p>Speakers: <i>Anna Detheridge (Connecting Cultures)</i> <i>Tapio Nurminen (Open Knowledge Festival)</i> <i>Leonardo Piras (Grow The Planet)</i></p>	<p>Moderation: <i>Oksana Mont (Lund University)</i></p> <p>Speakers: <i>Andrea Brown(WBCSD)</i> <i>Victoria Thoresen (PERL)</i> <i>Eduardo Escobedo (Sustainable Luxury)</i></p>
15:00-15:30	Coffee break & Marketplace		
15:30-16:30	<b>Commitment Wall of new Proposals &amp; Partnerships for Sustainable Living – Activating the EU Sustainable Lifestyles Roadmap &amp; Action Plan to 2050</b>		
16:30-16:45	<b>Close of the conference - Leida Rijnhout (ANPED)</b>		

## Contact

### Conference Organiser

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